

ORDER



Orders
Order / Rev: 37054
Alt Order #: 08853807
Product Desc: HORSFORD/CON/DEM
Estimate: 1609
Flight Dates: 09/11/12 - 10/01/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: GENERAL

KLAS

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: GMMB
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Horsford, Steven D-CD4
Demographic: A35+
Product Codes: PO1
Priority: LV2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	110	\$36,805.00	\$31,284.25
10/01/12	10/01/12	5	\$1,150.00	\$977.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	110	\$36,805.00	\$31,284.25	0.00
October 2012	5	\$1,150.00	\$977.50	0.00
Totals	115	\$37,955.00	\$32,261.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$37,955.00
Market	100%	\$126,516.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$31,629.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$6,325.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/11/12	10/01/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	1	\$145.00	LV3	0.00	NM	5	\$725.00
8 News Now 5a M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--			1			\$145.00		0.00			
Week:		09/18/12	09/24/12	MTWTF--			2			\$145.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--			2			\$145.00		0.00			

Order / Rev: 37054
 Alt Order #: 08853807
 Flight Dates: 09/11/12 - 10/01/12

Advertiser: Horsford, Steven D-CD4
 Product Desc: HORSFORD/CON/DEM
 Estimate: 1609
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	09/11/12	10/01/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a MTWTF--	:30	3	\$150.00	LV3	0.00	NM	9	\$1,350.00
8 NEWS NOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				3	\$150.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				3	\$150.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				3	\$150.00		0.00			
E 3	8	09/11/12	10/01/12	CBS This Morning 7-9a CM CBS This Morning	CM	7-9a MTWTF--	:30	4	\$125.00	LV3	0.00	NM	12	\$1,500.00
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				4	\$125.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				4	\$125.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				4	\$125.00		0.00			
E 4	8	09/15/12	09/15/12	CBS Early Show - Sat. CM CBS Early Show - Sat.	CM	5-7a -----S-	:30	1	\$240.00	LV1	0.00	NM	1	\$240.00
CBS THIS MORNING SATURDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-				1	\$240.00		0.00			
E 5	8	09/16/12	09/30/12	CBS News Sunday Morn@M CBS News Sunday Morning	CM	CBS Sunday Morni-----S	:30	1	\$850.00	LV1	0.00	NM	2	\$1,700.00
CBS NEWS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$850.00		0.00			
		Week: 09/17/12	09/23/12	-----				0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	-----S				1	\$850.00		0.00			
E 6	8	09/16/12	09/16/12	Face The Nation CM Face The Nation	CM	Face The Nation -----S	:30	1	\$940.00	LV1	0.00	NM	1	\$940.00
FACE THE NATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$940.00		0.00			
E 7	8	09/11/12	10/01/12	Live w/Kelly CM Live With Regis & Kelly	CM	9-10a MTWTF--	:30	2	\$200.00	LV3	0.00	NM	6	\$1,200.00
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$200.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$200.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$200.00		0.00			
E 8	8	09/11/12	10/01/12	Price Is Right CM Price Is Right	CM	10-11a MTWTF--	:30	1	\$1,000.00	LV1	0.00	NM	3	\$3,000.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				1	\$1,000.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$1,000.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				1	\$1,000.00		0.00			
E 9	8	09/11/12	09/21/12	Y&R CM Young & Restless	CM	11a-12p MTWTF--	:30	1	\$1,500.00	LV1	0.00	NM	2	\$3,000.00
YOUNG & RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				1	\$1,500.00		0.00			
		Week: 09/18/12	09/24/12	-TWTF--				1	\$1,500.00		0.00			
E 10	8	09/11/12	10/01/12	8 News Now Noon M-F CM 8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	2	\$200.00	LV3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$200.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$200.00		0.00			
		Week: 09/25/12	10/01/12	MTWTF--				1	\$200.00		0.00			
E 11	8	09/11/12	10/01/12	1230-2p Soaps/ LMAD CM Soaps / Let's Make A Deal (12:30 PM-1:00 PM)	CM	1230-2p MTWTF--	:30	1	\$300.00	LV3	0.00	NM	3	\$900.00
THE BOLD AND THE BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--				1	\$300.00		0.00			

Order / Rev: 37054
 Alt Order #: 08853807
 Flight Dates: 09/11/12 - 10/01/12

Advertiser: Horsford, Steven D-CD4
 Product Desc: HORSFORD/CON/DEM
 Estimate: 1609
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	8	09/11/12	10/01/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p MTWTF-- (12:30 PM-1:00 PM)	:30	1	\$300.00	LV3	0.00	NM	3	\$900.00
THE BOLD AND THE BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--				1	\$300.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--				1	\$300.00		0.00			
E 12	8	09/11/12	10/01/12	Ellen Ellen	CM	3-4p MTWTF--	:30	2	\$275.00	LV2	0.00	NM	6	\$1,650.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$275.00		0.00			
Week:		09/18/12	09/24/12	MTWTF--				2	\$275.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--				2	\$275.00		0.00			
E 13	8	09/11/12	10/01/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MTWTF-- (4:30 PM-5:00 PM)	:30	3	\$225.00	LV3	0.00	NM	9	\$2,025.00
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				3	\$225.00		0.00			
Week:		09/18/12	09/24/12	MTWTF--				3	\$225.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--				3	\$225.00		0.00			
E 14	8	09/11/12	10/01/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p MTWTF--	:30	4	\$275.00	LV3	0.00	NM	12	\$3,300.00
8 NEWS NOW ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				4	\$275.00		0.00			
Week:		09/18/12	09/24/12	MTWTF--				4	\$275.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--				4	\$275.00		0.00			
E 15	8	09/15/12	09/29/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p -----S- (5:00 PM-5:30 PM)	:30	1	\$175.00	LV2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$175.00		0.00			
Week:		09/17/12	09/23/12	-----				0	\$0.00		0.00			
Week:		09/24/12	09/30/12	-----S-				1	\$175.00		0.00			
E 16	8	09/22/12	09/22/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p -----S- (6:30 PM-7:00 PM)	:30	1	\$175.00	LV2	0.00	NM	1	\$175.00
8 NEWS NOW AT 630PM-SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$175.00		0.00			
E 17	8	09/11/12	10/01/12	630-7p Inside Edition Inside Edition	CM	630-7p MTWTF--	:30	4	\$250.00	LV3	0.00	NM	12	\$3,000.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				4	\$250.00		0.00			
Week:		09/18/12	09/24/12	MTWTF--				4	\$250.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--				4	\$250.00		0.00			
E 18	8	09/11/12	10/01/12	7-8p Rotator 7-8p Rotator	CM	7-8p MTWTF--	:30	2	\$275.00	LV3	0.00	NM	6	\$1,650.00
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$275.00		0.00			
Week:		09/18/12	09/24/12	MTWTF--				2	\$275.00		0.00			
Week:		09/25/12	10/01/12	MTWTF--				2	\$275.00		0.00			
E 19	8	09/16/12	09/23/12	Sun 7-8p 60 Minutes	CM	7-8p -----S	:30	1	\$1,100.00	LV3	0.00	NM	2	\$2,200.00
60 MINUTES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,100.00		0.00			
Week:		09/17/12	09/23/12	-----S				1	\$1,100.00		0.00			
E 20	8	09/11/12	09/14/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p -TWTF--	:30	6	\$475.00	LV3	0.00	NM	6	\$2,850.00
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 37054
Alt Order #: 08853807
Flight Dates: 09/11/12 - 10/01/12

Advertiser: Horsford, Steven D-CD4
Product Desc: HORSFORD/CON/DEM
Estimate: 1609
KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	8	09/11/12	09/14/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p -TWTF--	:30	6	\$475.00	LV3	0.00	NM	6	\$2,850.00
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-TWTF--				6	\$475.00		0.00			
E 21	8	09/11/12	09/14/12	Letterman Letterman	CM	1135p-1237a -TWTF-- (11:35 PM-12:37 XM)	:30	4	\$175.00	LV3	0.00	NM	4	\$700.00
LATE SHOW w. LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-TWTF--				4	\$175.00		0.00			
E 22	8	09/15/12	09/29/12	ACC Football ACC Football	CM	930a-12n -----SS	:30	2	\$750.00	LV1	0.00	NM	6	\$4,500.00
CBS COLLEGE FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----SS				2	\$750.00		0.00			
Week:		09/17/12	09/23/12	-----SS				2	\$750.00		0.00			
Week:		09/24/12	09/30/12	-----S-				2	\$750.00		0.00			
												Totals	115	\$37,955.00